

MEMBANGUN OBSESIF MELALUI LAYAR: PENELITIAN NARATIF TENTANG PEMBENTUKAN INTERAKSI PARASOSIAL NCTZEN INDONESIA DAN NCT 127 DI ERA DIGITAL

Nashya Frida Naufalista

ABSTRAK

Perkembangan media sosial telah mengubah pola interaksi antara penggemar dan idola menjadi lebih intens serta menciptakan ilusi kedekatan personal. Penelitian ini bertujuan untuk memahami bagaimana pengalaman interaksi parasosial NCTzen Indonesia dengan NCT 127 dimaknai melalui respon kognitif, afektif, dan perilaku sehingga membentuk sisi gelap hubungan parasosial. Penelitian menggunakan pendekatan kualitatif dengan metode penelitian naratif dan paradigma konstruktivisme. Data diperoleh melalui wawancara mendalam terhadap tiga informan NCTzen Indonesia serta observasi online pada platform X, Instagram, TikTok, YouTube, dan Lysn Bubble. Analisis dilakukan melalui transkripsi dan pengorganisasian data, pembacaan menyeluruh terhadap cerita informan, identifikasi kronologi pengalaman dan epifani, pengkodean dan penemuan tema, analisis kontekstual menggunakan ruang tiga dimensi, proses restorying, serta interpretasi makna narasi. Hasil penelitian menunjukkan bahwa media sosial berperan sebagai mediator komunikasi yang dapat membentuk dan memperkuat hubungan parasosial melalui paparan konten intens, fitur komunikasi yang bersifat personal, dan algoritma yang terus menghadirkan aktivitas idola dalam kehidupan sehari-hari penggemar. Pada aspek kognitif, penggemar membangun idealisasi dan persepsi kedekatan dengan idola. Pada aspek afektif, muncul keterikatan dan ketergantungan emosional. Pada aspek perilaku, keterlibatan fandom berkembang menjadi aktivitas yang semakin intens, seperti streaming, voting, pembelian produk fandom, dan keterlibatan dalam konflik antarpenggemar. Temuan ini menunjukkan bahwa media sosial tidak hanya memfasilitasi hubungan parasosial, tetapi juga memperkuat sisi gelap hubungan semu tersebut.

Kata kunci: Interaksi parasosial, penelitian naratif, media sosial, NCTzen Indonesia.

**CONSTRUCTING OBSESSIVE ATTACHMENT THROUGH THE SCREEN:
A NARRATIVE STUDY OF PARASOCIAL INTERACTIONS BETWEEN
INDONESIAN NCTZENS AND NCT 127**

Nashya Frida Naufalista

ABSTRACT

The development of social media has transformed the patterns of interaction between fans and idols, making them increasingly intense and creating an illusion of personal closeness. This study aims to understand how the parasocial interaction experiences of Indonesian NCTzens with NCT 127 are interpreted through cognitive, affective, and behavioral responses, thereby shaping the dark side of parasocial relationships. This study employs a qualitative approach using a narrative inquiry method within a constructivist paradigm. Data were collected through in-depth interviews with three Indonesian NCTzen informants, as well as online observations on X, Instagram, TikTok, YouTube, and Lysn Bubble. The data were analyzed through transcription and data organization, comprehensive reading of the informants' narratives, identification of the chronology of experiences and epiphanies, coding and theme development, contextual analysis using the three-dimensional narrative space, restorying, and interpretation of narrative meanings. The findings indicate that social media serves as a communication mediator that shapes and strengthens parasocial relationships through intensive content exposure, personalized communication features, and algorithms that continuously present idols' activities in fans' everyday lives. Cognitively, fans develop idealized perceptions and a sense of closeness with their idols. Affectively, emotional attachment and dependency emerge. Behaviorally, fandom involvement develops into increasingly intensive activities, such as streaming, voting, purchasing fandom-related products, and engaging in conflicts among fans. These findings demonstrate that social media not only facilitates parasocial relationships but also reinforces the dark side of these illusory relationships.

Keywords: Parasocial interaction, narrative research, social media, Indonesian NCTzens.